

The City of Las Vegas

Las Vegas

Is Seeking A
Director Of
Business
Development



THE COMMUNITY

Meaning “the meadows”, Las Vegas is surrounded by mountains and desert providing spectacular scenery and a warm climate.

Ranked by *Forbes* magazine as one of the top three “Best Places For Business and Careers,” it is a progressive community with a strong financial base and one of the lowest cost-of-living and tax environments in the United States.

Las Vegas has been dubbed “Most Livable Big City in America” by the *Federal Reserve Bank of St. Louis* and the “Best Economic Growth Climate” by *Inc.* magazine. Tree-lined streets, creative parks and abundant pedestrian/bicycle trails make residential living comfortable and pleasant in a variety of neighborhoods that are very affordably priced.

Las Vegas residents take advantage of numerous nearby recreational offerings, from water sports at Hoover Dam, Lake Mead, and the Colorado River to skiing, hiking and camping at the Red Rock Canyon, Valley of Fire, and Mt. Charleston. California beaches and coastal communities are approximately a four-hour drive from Las Vegas, and will be even more accessible when the planned Super Speed Train is eventually built. Locally, residents enjoy extensive golfing facilities and competitive sports. For those preferring the arts and cultural activities, the community offers concerts, theatre and related events sponsored by the University of Nevada-Las Vegas Performing Arts Center and the Nevada Symphony, among others.

With a population of 535,000, Las Vegas is one of the fastest growing cities in the United States, with a projected population exceeding 672,000 in the next ten years. The overall metro area has a population of approximately 1.7 million. The city embraces this growth responsibly and strives to provide open,

accessible government and high quality services to its residents. As a result of this expansion, Las Vegas has become a diverse community, both culturally and ethnically. Congregations of 63 faiths

and over 500 places of worship are found in the city. The Clark County School District has an enrollment of over 267,000 students, with many participating in year-round scholastic schedules. There

are more than 150 elementary schools, nearly 40 middle schools, over 35 senior schools, and almost 20 special education facilities in the district, with over one billion dollars in proposed new construction planned in the next ten years. Optimal teacher-to-pupil ratios exist in many of the district’s schools, while high scholastic achievement is very common at numerous school locations. The Clark County School District employs over 20,000 people, making it the single largest employer in the county.

Institutions of higher learning include the University of Nevada-Las Vegas, the Community College of Southern Nevada, the Desert Research Institute, the Nevada State College and the University of Nevada Medical School.

Entertainment and gaming are a large part of the history and economy of the Las Vegas area, largely in the unincorporated area. Following World War II, lavishly decorated resort hotels and gambling casinos offering top-name entertainment came into existence. Entertainment and gaming soon eclipsed defense and construction as the largest employers in the area. Nearly 35 million tourists visit the

metropolitan community annually, bringing in approximately \$32 billion in revenues to the state. Although still preeminent today, the entertainment and gaming industries and destination resorts share the stage with cultural, social, economic, educational, and community amenities of a very typical modern American city. Las Vegas has much to offer and the emphasis on quality of life, citizen services, and future growth all point to unique living and working environments.

CITY GOVERNMENT

The City of Las Vegas was founded in 1905 and incorporated in March 1911. The city is governed under the Council-Manager form of government. The Mayor is elected at-large and six Council Members are elected from wards for overlapping four-year terms. The city has inter-local agreements with Clark County and the Cities of Henderson, North Las Vegas and Boulder City for joint water, transportation, library and solid waste services. Police services are provided by the Las Vegas Metropolitan Police Department, a jointly supported venture of the City of Las Vegas and Clark County, led by an elected Sheriff.

The city’s vision statement is: *“To make Las Vegas a vibrant, affordable, and diverse city of opportunity in which all citizens enjoy their neighborhoods, feel safe and know they will be heard.”* Las Vegas employs nearly 3,000 personnel and operates with a budget of more than \$880 million, including \$395 million in general fund appropriations.

BUSINESS CLIMATE AND KEY PROJECTS

Beyond the neon lights in America’s entertainment capital is a metropolis that has systematically transformed itself into an exceptional place for doing business. The Office of Business



Development (OBD), which is an extension of the City Manager's office, forms partnerships to support the economic diversification of the local economy and to reinvigorate older, declining areas of the community. Although OBD serves multiple needs, its primary goal at present is to focus on the downtown area and nearby properties in order to revitalize the community to a sustainable level. The city is committed to a Downtown Las Vegas that will remain the heart and soul of the ever-growing Las Vegas Valley. In that context, there are \$3 billion in projects in either the design or construction phase.

The Las Vegas Valley is a flourishing business center, free of corporate income, unitary, inventory and franchise taxes. Approximately 40 Fortune 500 companies have a major presence in Las Vegas, and roughly 16,600 building permits were issued in 2003. Among the recent redevelopment area projects now operating or in the making are:

- The "Neonopolis at Fremont Street Experience" is a nearly 300,000 square foot, \$110 million entertainment center project that opened in mid-2002 and offers movie theatres, family entertainment, restaurants, shopping and nightclubs.
- Ninety thousand square foot office center for the IRS.
- Downtown Entertainment District, focused on creating an eclectic atmosphere similar to Bourbon Street in New Orleans or the Gaslamp District in San Diego.
- Proposed new "Arts District".
- Downtown Intermodal Transportation Center slated to open by late 2006 when the new monorail system is fully operational.
- City Center Place, containing over 100,000 square feet of office and retail space.

OFFICE OF BUSINESS DEVELOPMENT AND DIRECTOR POSITION

Reporting to one of the city's two Deputy City Managers, the Director also

has a close association with the City Manager, elected officers and other city leaders. The OBD has an overall budget of \$16.5 million, including both operating and redevelopment project costs. The OBD staff consists of the Director and 14 additional employees in the Divisions of Marketing and Business Development (5), Economic Development (6) and Redevelopment (3). The city's Redevelopment Agency boundaries encompass over 3,000 acres and the agency is governed and managed by the Board of Directors (Mayor and City Council), Executive Director (City Manager) and Business Officer (Director, Business Development).

CURRENT ISSUES AND PRIORITIES

In addition to remaining work to be done with respect to some of the projects noted above, city leaders have identified the following issues, challenges and priorities that will require the skills, leadership and energy of the new Director, Business Development:

- Thoughtful and well-managed continuation of the Brownfields Demonstration Pilot Assessment Program, sponsored by the Environmental Protection Agency. (Note: A "Brownfield" is any site that is abandoned or underused and where expansion or redevelopment is complicated by real or perceived environmental contamination. Subsidies are available for environmental studies and low interest loans are available for remediation, although most sites have thus far not required remediation.)
- Collaborative efforts with business interests and developers to create opportunities to advance and



Vegas Academic Medical Center (academic, research, medical office and hospital), along with a performing arts facility and residential mid-rise and high-rise apartments.

diversify the local and regional economy. This includes assistance to companies that will create jobs in the community and stimulate investment.

- Staff services to the Redevelopment Agency, the Parking Oversight Committee, the Super Speed Train Commission and the City Center Development Corporation (CCDC). (Note: Through an operating agreement with the city, the CCDC functions as a public, non-profit corporation to coordinate development of important projects in the downtown area.)
- Commitment to the Redevelopment Agency's "Fast Track" program for specified types of projects.
- Leadership of the World Market Center, Phase-One TIF Agreement. Phase-One of this wholesale furniture mart and market is designed to provide 1.3 million square feet of designer showrooms. Future phases could result in more than 7.5 million square feet of showroom, exhibition and convention space, plus commercial, office and residential uses on the 57-acre site.
- 100 Grand Central Parkway, aka "61 acres" (city owned) in the heart of downtown, will contain the Las

IDEAL CANDIDATE

The ideal candidate for this vital position is a talented, astute professional with extensive experience as the manager or top-level assistant in a successful economic development or redevelopment organization serving a comparable community. This proven leader will be an effective communicator who embraces diversity and is a team player.





Education and Experience

It is expected that the new OBD Director will have a Bachelor's degree in business or public administration, urban economics or a closely related field. A Master's degree is preferred, as is a Certified Economic Developer designation.

Personal Characteristics and Management Style

In addition to the experience and education requirements described above, the ideal candidate can best be described as one who has the following qualities or competencies:

- High level of integrity
- Politically astute without being political
- Excellent interpersonal skills and a mentoring management style
- Stature and credibility gained by knowledge, competence and successful relevant experience
- Earns and commands respect, as opposed to demanding it
- Track record of building coalitions of support
- Well-honed negotiating skills
- Solid understanding of redevelopment principles and practices
- Collaborative, engaging style in dealing with stakeholders

COMPENSATION AND BENEFITS

The current salary range for the position is **\$85,490 to \$142,483** annually. The city offers an excellent supplemental benefit plan that includes:

- **Retirement** (Nevada P.E.R.S.) – Fully funded by the city (presently 20.25%). No Social Security deductions, except for small, mandated medicare portion (1.45%).
- **Health Insurance Program** – City pays 100% of employee premium costs and 50% of dependent premiums.
- **Auto Allowance** – \$400 per month.
- **Performance Based Merit Increase Program**
- **Bonus** potential
- **Leave** – Liberal vacation, sick leave, paid holidays, with buyback feature for vacation and sick leave.
- **Benefit Allowance** – \$300 per month which may be used for benefits included in the pre-tax 125 Flexible Benefit program or for deferred compensation.
- **Life Insurance** – \$50,000 plus an additional \$50,000 AD&D.
- **Tax Structure** – Employees benefit from Nevada's very favorable tax structure – no state or local income tax, no inheritance tax, and no sales tax on food or drugs. Furthermore, the property tax rate is among the lowest in the country.

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

The **final filing date is Friday, February 20, 2004** for this very unique career opportunity. To be considered, please submit a detailed resume, cover letter, three work-related references and an indication of your current salary. Your resume should indicate the size of staff and budget you manage and should also reflect both months and years with regard to the employment dates for current and prior positions held. Forward your submittals to David Harris at:

 **SHANNON**
EXECUTIVE SEARCH

A DIVISION OF
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Selection Process

Resumes will be screened in relation to the criteria outlined in this brochure. Candidates deemed to possess the most relevant qualifications will be invited to participate in an interview with the consultants by mid March. Subsequently, the most qualified candidates will be invited to participate as semi-finalists in a selection process that will occur in Las Vegas in early April. An appointment is tentatively expected by mid April, following final interviews and the completion of in depth reference and/or background checks. A hair drug test will be required before a final appointment is formalized.

The City of Las Vegas Is An Equal Opportunity Employer and values diversity at all levels of its workforce.

